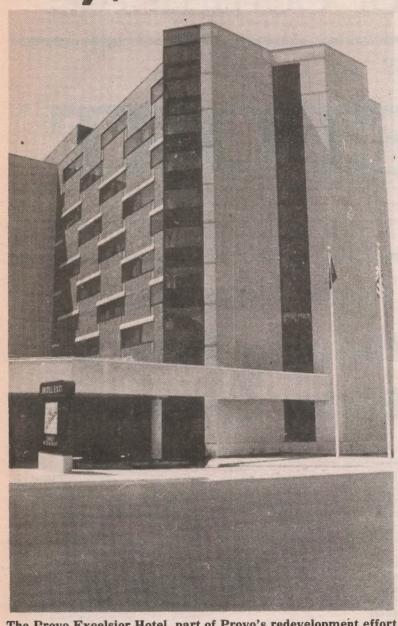
Page 2A - THE HERALD, Provo, Utah, Wednesday March 28, 1984

### City, Chamber



The Provo Excelsior Hotel, part of Provo's redevelopment effort, has become a important cog in the downtown business district. The Provo Area Chamber of Commerce co-sponsored a major downtown celebration when the hotel had its grand opening last year.

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#### Your Chamber: Helping Build a Better Community

The Provo Area Chamber of commerce, recognizing Central Itah's need to maintain a strong conomic base, is focusing its fforts this year on industrial and commercial development.

Members and leaders of the hamber have developed a list of riorities for this year, because in the allocation of budget and staff the resources, the chamber must know where to place greater mphasis and thus greater repources.

Once the chamber knows its irection, it can then charge head in building task forces to ccomplish its plan of action, thich becomes an actual written

improved information and tours for area visitors, better publicize America's Freedom Festival at Provo and other events, and increase the overall awareness of tourism industry benefits for our area.

Third on the priority list is redevelopment of the central core. Much has begun here with the new hotel and Provo Town Square. Other major projects involving new office and retail space, city library, parking structures and upgrading or renovation of existing buildings will continue to receive chamber support and direct assistance. Offering methods of financing the upgrading

#### Share Same Goals

The goals of Provo City and the Provo Chamber of Commerce sound like they came from the same source.

Both groups are pushing hard for economic and industrial development this year, and Provo will soon break ground for a new business and research park.

"Provo City has always worked closely with the chamber to develop and maintain a projects in throughout the city which he says will "maintain Provo as the regional center of Utah Valley."

"The efforts of Craig Call and other progressive chamber members, have breathed a new life into the downtown business community. The development of a downtown Provo Mall is becoming closer to reality with this demonstration of confidence in Provo's

central business district."

Ferguson says the city will continue to work closely with the chamber to encourage businesses and industries to locate in Provo.

"The new business and research park and industrial center will be built around a new 27-hole golf course that will provide an exciting environment for business in Provo," says Ferguson.

### Provo Area Chamber PLAN O

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